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Attorney Docket No. OOMP0001C

U.S. Serial No. 09/735,586

### LISTING OF CLAIMS

1. (Cancelled)
2. (Currently amended) The system game apparatus of Claim 38 4, at least one of said utility programs electronic trading cards further comprising any of:  
copy protection schemes, print drivers, telecommunications protocols, and self destruction routines.
3. (Currently amended) The system game apparatus of Claim 38 4, wherein at least one of said electronic trading cards computer code segment is transportable across a wide range of digital media, including CD-ROM, networked servers, fixed discs, floppy discs, data cards, writable optical storage, and RAM.
4. (Currently amended) The game apparatus system of Claim 38 4, wherein at least one of said electronic trading cards computer code segment employs timing to generate scarcity in any of the following ways:  
At least a portion of said computer code segment electronic trading card self-destructs and/or self erases after a given time has elapsed;  
said computer code segment electronic trading card is made available for limited times on on-line systems; and  
said computer code segment electronic trading card is time stamped.
5. (Currently amended) The system game apparatus of Claim 38 4, wherein at least one of said electronic trading cards computer code segment is copy protected to limit the number of times said electronic trading card computer code segment can be used or copied.

Attorney Docket No. OOMP0001C

U.S. Serial No. 09/735,586

6. (Currently amended) The system game apparatus of Claim 5, at least one of said ~~computer code segment~~ electronic trading cards further comprising:  
public-key/private-key encryption means for detecting illegal copying.

7. (Currently amended) The system game apparatus of Claim 38 4, wherein at least one of said ~~computer code segment~~ electronic trading cards is randomly distributed in partial sets.

8. (Currently amended) The system game apparatus of Claim 38 4, further comprising:

a runtime engine that must be present in a local computing device for a user to use at least one of said electronic trading cards ~~computer code segment~~, said runtime engine including media handlers and display routines, a timing mechanism, display management, and input handlers.

9. (Cancelled)

10. (Cancelled)

11. (Currently amended) The system game apparatus of Claim 38 9, further comprising:

at least one digital content library; and  
means for organizing, sequencing, and customizing said digital content from said at least one digital content library.

12. (Currently amended) The system game apparatus of Claim 38 9, further comprising:

at least one album of electronic trading cards ~~computer code segments~~, wherein said at least one album is used for management and collection of any number from a few up to thousands of ~~computer code segments~~ electronic trading cards that an end user has collected

Attorney Docket No. OOMP0001C

U.S. Serial No. 09/735,586

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Currently amended) The game apparatus system of Claim 38 26, further comprising:

Attorney Docket No. OOMP0001C

U.S. Serial No. 09/735,586

a lock and key mechanism associated with at least one of said data segment electronic trading cards to limit access to and impose password protection on said electronic trading card data segment.

28. (Currently amended) The ~~system~~ game apparatus of Claim 38 26, further comprising:

pointers within at least one of said data segment electronic trading cards to external data and programs ~~embedded in scripts that~~ trigger the display of external media and/or run external applications.

29. (currently amended) The game apparatus system of Claim 38 26, at least one of said electronic trading cards further comprising:

any of a plurality of utility programs; and  
applications, including any of incomplete linkable code segments and ~~utilities~~.

30. (Currently amended) The game apparatus system of Claim 38 26, at least one of said electronic trading cards further comprising:

a user writable area for any of personalization, messages, voice recording, and image storage.

31. (Currently amended) The game apparatus system of Claim 38 26, wherein at least one of said electronic trading cards contains data that is segment is substantially media independent.

32. (Currently amended) The game apparatus system of Claim 38 26, wherein at least one of said electronic trading cards ~~data segment electronic trading cards is~~ substantially platform independent.

33. (Cancelled)

Attorney Docket No. OOMP0001C

U.S. Serial No. 09/735,586

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (new) A computer implemented game apparatus, comprising:

a plurality of electronic trading cards embodied in an electronic format that expresses a trading card metaphor that supports content scarcity and content authenticity, at least one of said electronic trading cards stored in a computer readable medium that operates with at least one corresponding computer game program in connection with a game play segment;

wherein at least one of said electronic trading cards is uniquely identified with information that is used in connection with the computer game program;

at least one of said electronic trading cards comprises ~~completes~~ data that is used in connection with the generation or display of multimedia content; and

at least one of said electronic trading cards comprises data that is used in connection with a game play segment of said computer game program.